

Analisis pengenaan pajak atas kerjasama promosi yang dilakukan oleh PT. Nabisco Foods dengan PT. Carrefour Indonesia

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Abstrak

PT Nabisco Foods out for light food producer do increasing of sale of the product. For PT Nabisco Foods do promotion cooperation with a few retail company. This cooperation can be done by giving discount, giving of goods for free, year-end bonus if was abysmal of goals. Product placement in counter retail also one of form of promotion done by PT Nabisco Foods.